

85-2372/1

5 August 1985

MEMORANDUM FOR: Harry Fitzwater  
Deputy Director for Administration

FROM:

[Redacted]

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Chairman, Fine Arts Commission

SUBJECT: Office Signs

REFERENCE: Memo 85-2372 for C/FAC fm DDA, dtd 5 JUL 85,  
Subject Office Sign for SOVA

1. Several months ago, after your meeting with the Commission, I appointed a sub-committee of the Fine Arts Commission to look into the issue of office signs, as we all recognize that it has presented a problem--and could again. The sub-committee reported to the Commission its preference for standard signs and fears that any effort to introduce a good deal of flexibility--such as incorporating office-designed logos right beside the lettering identifying an office--could lead to a proliferation of unacceptable variations.

2. The Commission discussed the possibility of hiring an outside contractor to come up with some possibilities for new signs, with the idea that the Commission could provide some guidelines. Questions such as who would pay such a contractor and how much the Commission should be involved were discussed at length. We decided that it would be worthwhile first to send out a notice (we have a draft notice ready for discussion at the September meeting of the Commission) to all office and DO division chiefs as well as staff chiefs to advise them of the availability of the two inch capital letter signs now being used by such offices as Commo and SOVA. If we find that we are still getting a number of requests for variations and that the sign we are offering is not acceptable, then I think the Commission would probably recommend that we bring in a contractor/designer at that point.

3. Does this approach meet with your approval? If so, we will discuss the draft notice at the meeting and send it out.

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